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Ontario's Overnight Pleasure Travel Market, 2002

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Highlights

- Of Ontario's 50.2 million overnight visitors in 2002, 23.3 million or 46% were on an overnight pleasure trip.
- The expenditures of overnight pleasure visitors accounted for 45% of the total spending by overnight visitors in Ontario in 2002.
- On average, pleasure visitors stayed in Ontario for 3.3 nights in 2002.
- Over half (52%) of overnight pleasure visitors in 2002 travelled to Ontario in the summer.
- Nearly all overnight pleasure visitors (80%) travelled in parties of adults only. Average party sizes ranged from 1.7 to 2.6 depending on the origin of the visitor.
- 41% of the overnight pleasure visitors stayed in hotels, motels or other commercial roofed accommodation while in Ontario, compared to 34% of total overnight visitors in 2002.
- Overnight pleasure visitors participated in more activities than total overnight visitors to the province in 2002.
- Nearly one-third (32%) of Ontario's overnight pleasure visitors travelled to Central Ontario in 2002.

Introduction

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2002, an average of 14,287 Canadian households -- including 4,069 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents were 83% and 82%, respectively.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year.

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,410 completed questionnaires by US residents (out

of 40,132 usable questionnaires of US visitors to Canada) and 6,535 completed questionnaires by overseas visitors (out of 12,778 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S OVERNIGHT PLEASURE TRAVEL MARKET, 2002

How many pleasure travellers visited Ontario and where did they come from?

Of Ontario's 50.2 million overnight visitors in 2002, 23.3 million or 46% were on an overnight pleasure trip.

- The majority (76%) of overnight pleasure visitors were Canadian.
- Ontario residents accounted for 91% of Canadian overnight pleasure visitors, and 69% of total overnight pleasure visitors.
- 60% of U.S. and 43% of overseas (overnight) visitors travelled to Ontario for the primary purpose of pleasure.
- Overnight visitors from Ohio had the highest incidence (72%) of travelling to Ontario for pleasure.

Table 1: Total Person Visits and Total Overnight Person Visits in Ontario, 2002

Origin	Overnight Pleasure Visitors (000s)	% Share	Overnight Visitors (000s)	% Share	Incidence**
TOTAL	23,256	100%	50,211	100%	46%
Canada	17,617	76%	40,400	80%	44%
Ontario	16,091	69%	35,844	71%	45%
Quebec	826	4%	2511	5%	33%
Manitoba	328	1%	521	1%	63%
Western Canada	238	1%	997	2%	24%
Atlantic Canada	134	1%	526	1%	25%
USA	4,901	21%	8,107	16%	60%
New York	986	4%	1,560	3%	63%
Michigan	1,178	5%	1,796	4%	66%
Pennsylvania	359	2%	516	1%	70%
Minnesota	184	1%	268	1%	69%
Ohio	533	2%	739	1%	72%
Illinois	236	1%	387	1%	61%
Wisconsin	151	1%	240	0%	63%
Other USA	1,274	5%	2,602	5%	49%
Overseas	738	3%	1,704	3%	43%
UK	153	1%	358	1%	43%
France	71	*	113	*	63%
Germany	51	*	115	*	44%
Japan	111	*	166	*	67%
Other Europe	123	1%	314	1%	39%
Other Asia	99	*	326	1%	30%

* less than 1%

**Incidence refers to the percentage of total overnight visitors from a specific origin that travelled to Ontario for the main purpose of pleasure.

How long did they stay in Ontario?

On average, pleasure visitors stayed in the province for 3.3 nights.

- Overall, pleasure visitors from overseas countries stayed the longest (7.8 nights), followed by Americans (3.4 nights) and Canadians (3.1 nights).
- Pleasure visitors from Germany had the longest length of stay in 2002 (8.8 nights) and visitors from Michigan had the shortest (2.7 nights).

Table 2: Person Nights in Ontario, 2002

Origin	Pleasure Visitor Nights (000s)	% Share	Total Visitor Nights (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Pleasure	Total
TOTAL	76,760	100%	148,305	100%	52%	3.3	3.0
CANADA	54,124	71%	111,856	75%	48%	3.1	2.8
Ontario	46,690	61%	90,677	61%	51%	2.9	2.5
Quebec	3,221	4%	7,745	5%	42%	3.9	3.1
Manitoba	1,138	1%	2,182	1%	52%	3.5	4.2
Western Canada	2,220	3%	7,477	5%	30%	9.3	7.5
Atlantic Canada	854	1%	3,776	3%	23%	6.4	7.2
USA	16,858	22%	27,578	19%	61%	3.4	3.4
New York	2,736	4%	4,375	3%	63%	2.8	2.8
Michigan	3,143	4%	4,512	3%	70%	2.7	2.5
Pennsylvania	1,354	2%	1,828	1%	74%	3.8	3.5
Minnesota	772	1%	1,070	1%	72%	4.2	4.0
Ohio	1,490	2%	2,189	1%	68%	2.8	3.0
Illinois	1,329	2%	1,793	1%	74%	5.6	4.6
Wisconsin	714	1%	1,037	1%	69%	4.7	4.3
Other USA	5,319	7%	10,774	7%	49%	4.2	4.1
OVERSEAS	5,778	8%	8,871	6%	65%	7.8	5.2
UK	1,214	2%	3,547	2%	34%	7.9	9.9
France	301	0%	646	0%	47%	4.2	5.7
Germany	447	1%	1,095	1%	41%	8.8	9.5
Japan	381	0%	963	1%	40%	3.4	5.8

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Ontario	16,034	69%	35,844	71%	45%
Quebec	829	4%	2,511	5%	33%
Manitoba	328	1%	521	1%	63%
Western Canada	418	2%	907	2%	46%
Atlantic Canada	334	1%	526	1%	63%
USA	4,991	21%	8,107	16%	60%
New York	986	4%	1,700	3%	58%
Michigan	1,478	7%	1,756	4%	66%
Pennsylvania	359	2%	510	1%	70%
Minnesota	184	1%	268	1%	69%
Ohio	533	2%	739	1%	72%
Illinois	220	1%	287	1%	77%
Wisconsin	151	1%	240	0%	63%
Other USA	1,274	5%	2,592	5%	49%
Overseas	728	3%	1,704	3%	43%
UK	153	1%	358	1%	43%
France	71	*	115	*	62%
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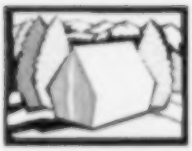

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Ontario	46,560	61%	90,677	61%	51%	2.9	2.7
Quebec	3,221	4%	7,745	5%	42%	3.9	3.1
Manitoba	1,138	1%	2,182	1%	52%	3.5	4.2
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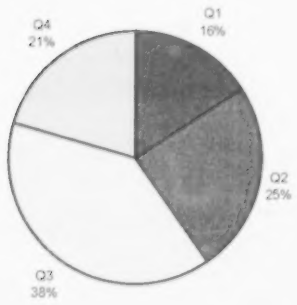
Germany	447	1%	1,095	1%	41%	8.8	9.5
Japan	381	0%	961	1%	40%	7.4	7.8

When did they visit Ontario?

Over half (52%) of overnight pleasure visitors in 2002 travelled to Ontario in the summer.

Calendar Quarter of Visit
Total Overnight Visits 2002



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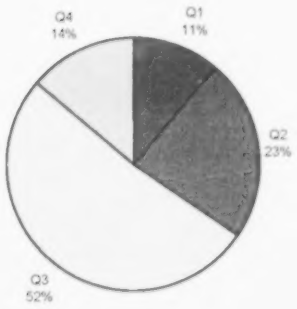


Table 3: Overnight Pleasure Visits in Ontario by Calendar Quarter, 2002

	Q1	Q2	Q3	Q4
Total (000)	**2,552**	**5,433**	**12,048**	**3,223**
CANADA (000)	2,024	3,991	9,146	2,455
Share (%)	*79%*	*73%*	*76%*	*76%*
Ontario	1,852	3,690	8,325	2,223
Share (%)	*73%*	*68%*	*69%*	*69%*
USA (000)	472	1,257	2,533	640
Share (%)	*18%*	*23%*	*21%*	*20%*
Border States	441	918	1770	499
Share (%)	*17%*	*17%*	*15%*	*15%*
OVERSEAS (000)	56	185	369	128
Share (%)	*2%*	*3%*	*3%*	*4%*
UK	16	44	64	29
Share (%)	*1%*	*1%*	*1%*	*1%*
France	3	14	48	6
Share (%)	*	*	*	*
Germany	2	11	31	6
Share (%)	*	*	*	*
Japan	3	33	42	32
Share (%)	*	1%	*	1%

* less than 1%

- Compared to total overnight visitors, more pleasure visitors travelled in the summer (Q3) (52% vs. 38%).
- 11% of overnight pleasure visits occurred during the winter (Q1), compared to 16% of total overnight visitors.
- There was little difference in travel in the spring (Q2), with 23% of overnight pleasure and 25% of total overnight visits occurring during this quarter.
- Fewer (14%) overnight pleasure visits occurred in the fall (Q4) than total overnight visits (21%).
- Regardless of calendar quarter, Canadians made up the bulk of overnight pleasure visitors throughout the year.

How big were their travel parties? Who were in their travel parties?

Nearly all overnight pleasure visitors (80%) travelled in parties of adults only. Average party sizes ranged from 1.7 to 2.6 depending on the origin of the visitor.

- Overnight pleasure visitors from overseas countries had the smallest average party size (1.7), while overnight pleasure visitors from the USA had the largest (2.6).
- Overnight pleasure visitors from Canada had the lowest occurrence of traveling in groups of adults only (79%), while visitors from overseas countries had the highest (91%).
- Overnight pleasure visitors from Canada had the highest incidence (61%) of travelling alone in Ontario, followed by visitors from overseas countries (34%).
- Overnight pleasure visitors from the U.S. had the highest frequency of travelling in groups of two in 2002 (64%).
- Overnight pleasure visitors from the U.S. also had the highest incidence of travelling in parties of three or more people (21%).

Table 5: Overnight Pleasure Party Visits Average Size and Composition, 2002

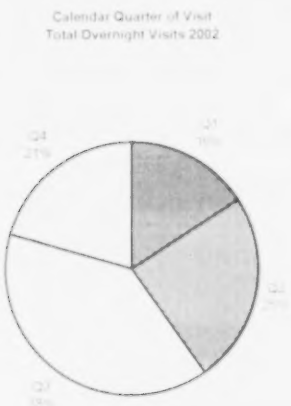
Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.9	79%	21%
USA	2.6	82%	18%
Overseas	1.7	91%	9%

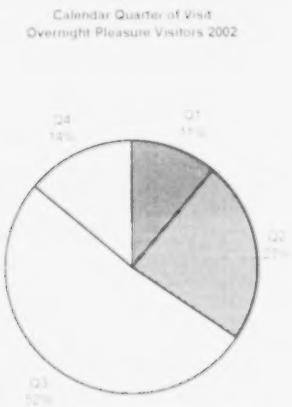
Table 6: Overnight Pleasure Visitors Percent Party Size (Adults Only), 2002

Origin	1 adult	2 adults	3 or more adults
TOTAL	53%	40%	7%
CANADA	61%	35%	4%
USA	15%	64%	21%
OVERSEAS	34%	56%	10%

When did they visit Ontario?

Over half (52%) of overnight pleasure visitors in 2002 travelled to Ontario in the summer.





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Share (%)	*	*	*	*
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Share (%)	*	*	*	*
Japan	33	121	42	32
Share (%)	*	*1%*	*	*1%*

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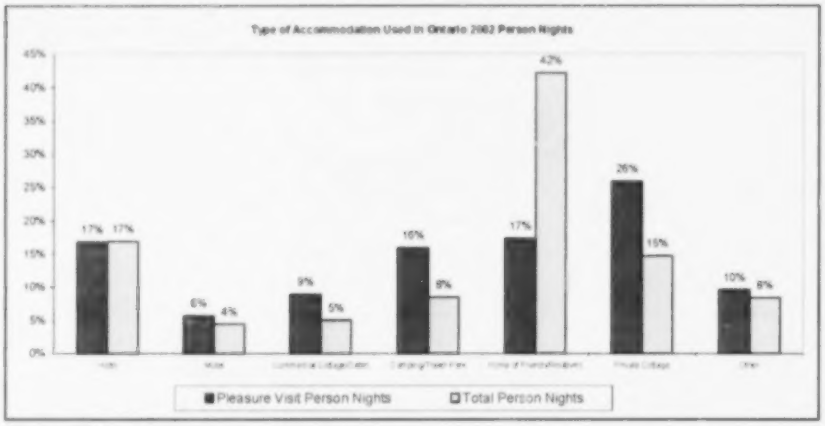
OVERSEAS	34%	56%	10%

Where did they stay in Ontario?

41% of pleasure visit nights were spent in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 34% of total overnight visitors in 2002.

- Pleasure visitors had a higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors.
- Pleasure visitors also tended to stay at private cottages (26% of person nights) when they were in the province.



- 17% of pleasure visit nights were spent at homes of friends or relatives while in the province in 2002, compared to 42% of total person nights.
- 41% of pleasure visit nights from overseas and 18% of domestic pleasure visit nights were spent in homes of friends and relatives while in Ontario in 2002.
- Pleasure visitors from the U.S. had the highest incidence of staying at motels (12% of person nights) while in the province.
- Domestic pleasure visitors had the highest incidence of staying in private cottages in 2002.

Table 7: Overnight Pleasure Visitors Accommodation Use by Person Nights and Origin, 2002

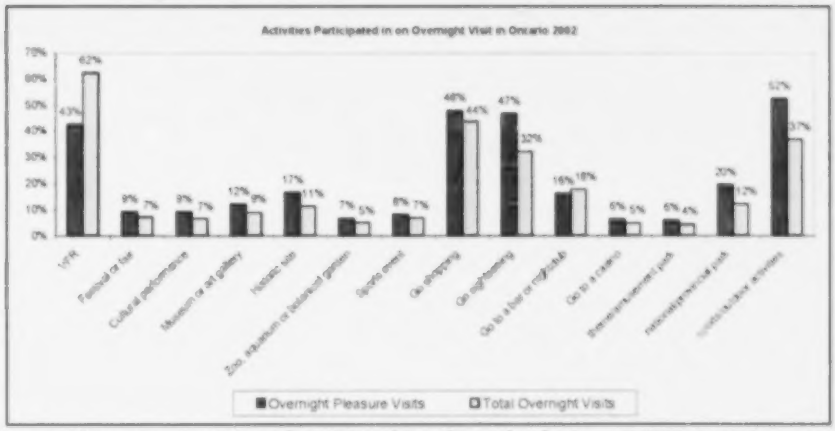
Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	6,464	12%	4,475	27%	1,939	34%
Motel	2,080	4%	2,011	12%	249	4%
Commercial Cottage/Cabin	3,141	6%	3,586	21%	108	2%
Camping/Trailer Park	10,917	20%	1,164	7%	120	2%
Homes of Friends/Relatives	9,681	18%	1,211	7%	2,384	41%
Private Cottage	17,745	33%	2,020	12%	124	2%
Other*	4,096	8%	2,392	14%	854	15%

* other includes bed and breakfasts, lodges, resorts and other non-commercial accommodation

What activities did they participate in?

On average, overnight pleasure visitors participated in more activities per visit than total overnight visitors to the province in 2002.

- Top activities for overnight pleasure visitors in Ontario were sports/outdoor activities (52% participation) and shopping (48%).
- As with most visitors to the province, other popular activities for overnight pleasure visitors were sightseeing (47%) and visiting friends and relatives (VFR) (43%).



- Overnight pleasure visitors were more active than total overnight visitors, participating in an average of 3.0 versus 2.6 activities per overnight person visit.
- Overnight pleasure visitors from overseas were the most active, participating in an average of 5.4 activities per person visit, compared to 3.3 activities for Americans and 2.8 activities for Canadians.
- Overnight pleasure visitors from overseas likely participated in more activities due to a longer average length of stay in the province.

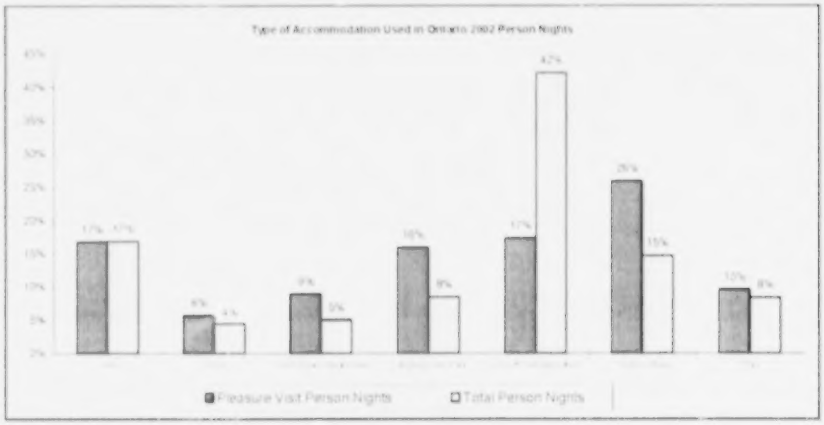
Table 8: Overnight Pleasure Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2002

Activity	Canada	Ontario	USA	Overseas
VFR	49%	49%	18%	47%
Festival/fair	9%	9%	8%	14%
Cultural performance	7%	6%	17%	15%
Museum/art gallery	8%	7%	21%	48%
Historic site	11%	10%	30%	54%
Zoo/aquarium/botanical garden	5%	5%	8%	30%
Sports event	9%	9%	5%	10%
Shopping	41%	40%	65%	90%
Sightseeing	41%	39%	59%	89%
Bar/night club	15%	14%	20%	29%
Casino	6%	5%	9%	11%
Theme/amusement park	6%	5%	5%	18%
National or provincial park	16%	15%	25%	61%
Sports/outdoor activity	57%	58%	40%	24%

Where did they stay in Ontario?

41% of pleasure visit nights were spent in hotels, motels or other roofed commercial accommodations while in Ontario, compared to 34% of total overnight visitors in 2002.

- Pleasure visitors had a higher tendency to stay in roofed commercial accommodation, compared to total overnight visitors.
- Pleasure visitors also tended to stay at private cottages (26% of person nights) when they were in the province.



- 17% of pleasure visit nights were spent at homes of friends or relatives while in the province in 2002, compared to 42% of total person nights.
- 41% of pleasure visit nights from overseas and 18% of domestic pleasure visit nights were spent in homes of friends and relatives while in Ontario in 2002.
- Pleasure visitors from the U.S. had the highest incidence of staying at motels (12% of person nights) while in the province.
- Domestic pleasure visitors had the highest incidence of staying in private cottages in 2002.

Table 7: Overnight Pleasure Visitors Accommodation Use by Person Nights and Origin, 2002

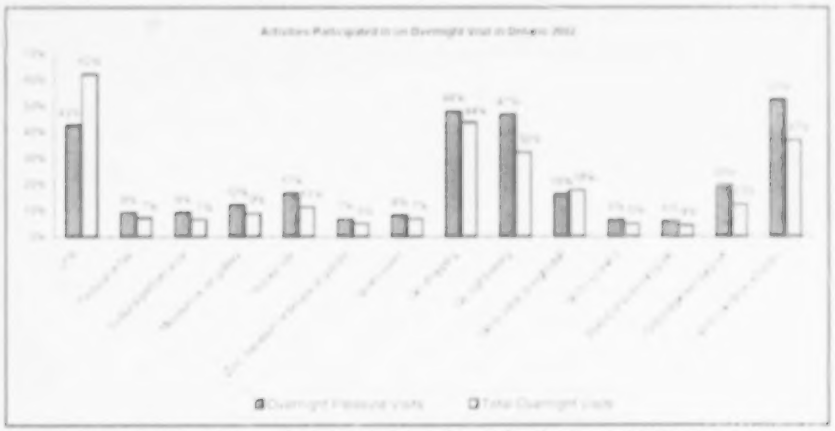
Type of Accommodation	Canada	% Share	USA	% Share	Overseas	% Share
Hotel	6,464	12%	4,475	27%	1,939	34%
Motel	2,080	4%	2,011	12%	249	4%
Commercial Cottage/Cabin	3,141	6%	3,586	21%	108	2%
Camping/Trailer Park	10,917	20%	1,164	7%	120	2%
Homes of Friends/Relatives	9,681	18%	1,211	7%	2,384	41%
Private Cottage	17,745	33%	2,020	12%	124	2%
Other*	4,096	8%	2,392	14%	854	15%

* other includes bed and breakfasts, lodges, resorts and other non-commercial accommodation

What activities did they participate in?

On average, overnight pleasure visitors participated in more activities per visit than total overnight visitors to the province in 2002.

- Top activities for overnight pleasure visitors in Ontario were sports/outdoor activities (52% participation) and shopping (48%).



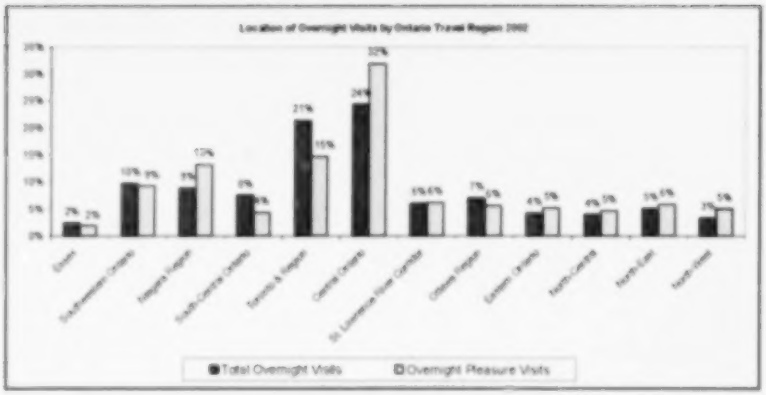
- As with most visitors to the province, other popular activities for overnight pleasure visitors were sightseeing (47%) and visiting friends and relatives (VFR) (43%).
- Overnight pleasure visitors were more active than total overnight visitors, participating in an average of 3.0 versus 2.6 activities per overnight person visit.
- Overnight pleasure visitors from overseas were the most active, participating in an average of 5.4 activities per person visit, compared to 3.3 activities for Americans and 2.8 activities for Canadians.
- Overnight pleasure visitors from overseas likely participated in more activities due to a longer average length of stay in the province.

Table 8: Overnight Pleasure Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2002

Activity	Canada	Ontario	USA	Overseas
VFR	49%	49%	18%	47%
Festival/fair	9%	9%	8%	14%
Cultural performance	7%	6%	17%	15%
Museum/art gallery	8%	7%	21%	48%
Historic site	11%	10%	30%	54%
Zoo/aquarium/botanical garden	5%	5%	8%	30%
Sports event	9%	9%	5%	10%
Shopping	41%	40%	65%	90%
Sightseeing	41%	39%	59%	89%
Bar/night club	15%	14%	20%	29%
Casino	6%	5%	9%	11%
Theme/amusement park	6%	5%	5%	18%
National or provincial park	16%	15%	25%	61%
Sports/outdoor activity	57%	58%	40%	24%

Which Ontario regions* did they visit?

Nearly one-third (32%) of Ontario's overnight pleasure visitors travelled to Central Ontario in 2002.



- Central Ontario was the top destination for overnight pleasure visitors (32%), compared to 24% of total overnight visitors.
- Considering that Central Ontario includes 'cottage country' (Muskoka, Haliburton, Georgian Bay, etc.) and Algonquin Park, and that over half of these visitors came in the summer months, it is not surprising that this was the top region for pleasure visitors in 2002.
- Overnight pleasure visitors also travelled to Toronto (15%) and the Niagara Region (13%).
- Central Ontario was the most popular destination in the province for 40% of domestic visitors, not surprisingly considering that 33% of domestic pleasure visitors stayed in private cottages on their visit in Ontario.

TABLE 10: Overnight Pleasure Visitors in Ontario, 2002

Region Visited	Percent of Overnight Pleasure Visitors, by Origin, Visiting each Ontario Travel Region*				
	Canada	Ontario	USA	Border States	Overseas
Essex	1%	1%	6%	7%	**
Southwestern	9%	10%	11%	13%	3%
Niagara Region	7%	7%	32%	32%	36%
South-Central Ontario	5%	5%	2%	2%	5%
Toronto and Region	10%	9%	22%	20%	77%
Central	40%	43%	7%	6%	9%
St. Lawrence River Corridor	6%	6%	6%	6%	11%
Ottawa Region	5%	4%	4%	2%	27%
Eastern	6%	5%	4%	4%	1%
North-Central	6%	6%	2%	2%	1%
North-East	5%	5%	9%	9%	2%
North-West	4%	2%	10%	9%	1%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*
*** less than 1%*

* Please see page 20 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Expenditures of overnight pleasure visitors accounted for 45% of total spending by overnight visitors in Ontario in 2002.

- Overnight pleasure visitors spent $5.9 billion in the province in 2002.
- Canadians accounted for 53% of total spending by overnight pleasure visitors, Americans for 31%, and overseas visitors for 16%.
- Total average spending per person visit was $253, per person night was $77 and per party night was $156.
- Ontarians had the lowest average spending per person visit ($170) and visitors from the UK had the highest ($1,456).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Overnight Pleasure Visitors Spending by Origin, 2002

Origin	Total Spending (000)	Share (%)
TOTAL	$5,879,247	100%
CANADA	$3,133,732	53%
Ontario	$2,734,568	47%
Quebec	$183,119	3%
USA	$1,817,043	31%
Border States	$1,210,676	21%
Michigan	$359,365	6%
New York	$256,018	4%
Ohio	$183,785	3%
Pennsylvania	$124,863	2%
Illinois	$120,360	2%
Minnesota	$81,651	1%
Wisconsin	$84,634	1%
OVERSEAS	$928,472	16%
UK	$222,778	4%
Japan	$135,051	2%
France	$55,286	1%
Germany	$59,431	1%

Table 12: Overnight Pleasure Visitors Average Expenditures in Ontario, 2002

	Average Per Person Visit	Average Per Person Night	Average Per Party Night
TOTAL	$253	$77	$156
CANADA	$178	$58	$111
Ontario	$170	$59	$115
USA	$371	$108	$289
Border States	$334	$105	$288
OVERSEAS	$1,258	$161	$293
UK	$1,456	$184	$365
France	$779	$184	$348
Germany	$1,165	$133	$255
Japan	$1,217	$354	$649

n/a – not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Overnight pleasure visitors from the UK had the highest average spending per person visit on retail and recreation and entertainment. Visitors from Germany had the highest average spending on food and beverage and visitors from Japan had the highest average spending on accommodation.

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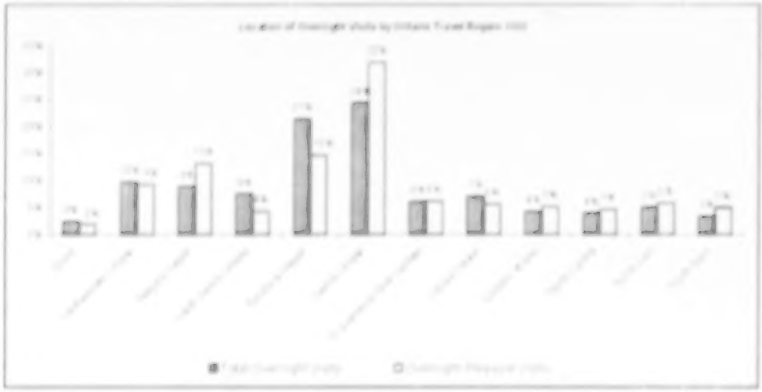

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North-Central	6%	6%	2%	2%	1%
North-East	5%	5%	3%	3%	2%
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Border States	$334	$105	$288
OVERSEAS	$1,258	$161	$293
UK	$1,456	$184	$365
France	$779	$184	$348
Germany	$1,165	$133	$255
Japan	$1,217	$354	$649

n/a – not available

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Overnight pleasure visitors from the U.K. had the highest average spending per person visit on retail and recreation and entertainment. Visitors from Germany had the highest average spending on food and beverage and visitors from Japan had the highest average spending on accommodation.

Table 13: How Overnight Pleasure Visitors Spent their Non-Transport Budget in Ontario by Origin, 2002

Item of Expenditure	Origin of Overnight Pleasure Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by pleasure visitors, excluding transport related expenditures ($000s)	$2,416,152	$2,041,181	$1,606,086	$1,089,935	$537,419	$124,833	$35,136	$78,637
Spending excluding transportation as a % of total spending in Ontario by overnight pleasure visitors	77%	78%	88%	90%	58%	56%	59%	58%
Average Spending								
Per Person Visit	$137	$127	$328	$301	$728	$816	$689	$708
Per Person Night	$45	$44	$95	$94	$93	$103	$79	$209
Per Party Night	$86	$86	$255	$259	$170	$204	$151	$378
Accommodation ($000s)	$765,676	$640,360	$675,755	$450,751	$208,683	$53,272	$13,471	$42,120
Spending on accommodation as a % of total spending in Ontario by overnight pleasure visitors	24%	25%	37%	37%	22%	24%	23%	31%
Average Spending								
Per Person Visit	$43	$40	$138	$124	$283	$348	$264	$379
Per Person Night	$14	$14	$40	$39	$36	$44	$30	$111
Per Party Night	$27	$27	$107	$107	$66	$87	$58	$203
Food/Beverage ($000s)	$908,649	$758,839	$370,783	$249,696	$124,122	$29,048	$10,176	$14,983
Spending on food and beverage as a % of total spending in Ontario by overnight pleasure visitors	29%	29%	20%	21%	13%	13%	17%	11%
Average Spending								
Per Person Visit	$52	$47	$76	$69	$168	$190	$200	$133
Per Person Night	$17	$16	$22	$22	$21	$24	$23	$39
Per Party Night	$32	$32	$59	$59	$39	$48	$44	$72
Recreation/Entertainment ($000s)	$340,472	$289,617	$306,528	$219,655	$62,451	$15,894	$4,433	$5,874
Spending on recreation/ entertainment as a% of total spending in Ontario by overnight pleasure visitors	11%	11%	17%	18%	7%	7%	7%	4%
Average Spending								
Per Person Visit	$19	$18	$63	$61	$85	$104	$87	$53
Per Person Night	$6	$6	$18	$19	$11	$13	$10	$15
Per Party Night	$12	$12	$49	$52	$20	$26	$19	$28
Retail ($000s)	$401,355	$352,366	$253,020	$169,833	$150,194	$26,618	$7,054	$15,639
Spending on retail as a % of total spending in Ontario by overnight pleasure visitors	13%	13%	14%	14%	16%	12%	12%	12%
Average Spending								
Per Person Visit	$23	$22	$52	$47	$204	$174	$138	$141
Per Person Night	$7	$8	$15	$15	$26	$22	$16	$41
Per Party Night	$14	$15	$40	$40	$47	$44	$30	$77

How did Ontario's international pleasure visitors evaluate various aspects of their trip in Canada?

Overall, high ratings on services experienced while in Canada.

- Ontario's international visitors were asked to rate various aspects of their stay in Canada relative to their home country. Due to low response rates, the following results should be used with caution.
- Total U.S. overnight visitors rated accommodation services as the same as in their own country. These visitors rated transportation, the hospitality of locals, the value for money and the variety of things to see and do as better than in the U.S.
- Overnight pleasure visitors from the U.S. ranked all aspects of travel slightly less positive than total overnight visitors from the U.S.
- The majority of total overnight visitors and overnight pleasure visitors from overseas countries rated all aspects as better than in their home countries.

Table 14: Rating of Various Aspects of Trip in Canada 2002

Origin of Visitors	All Overnight Visitors		Overnight Pleasure Visitors	
	U.S.	Overseas	U.S.	Overseas
Transportation				
Better	50%	77%	45%	78%
Same	44%	18%	48%	18%
Not as good	5%	6%	7%	4%
Accommodation				
Better	47%	76%	43%	70%
Same	48%	20%	51%	19%
Not as good	5%	4%	5%	2%
Hospitality of local people				
Better	64%	86%	62%	86%
Same	33%	13%	34%	13%
Not as good	3%	1%	3%	1%
Value of money				
Better	67%	54%	65%	53%
Same	24%	38%	25%	38%
Not as good	10%	8%	10%	9%
Variety of things to do and see				
Better	53%	76%	52%	70%
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Average Spending								
Per Person Visit	$137	$127	$328	$301	$728	$816	$689	$708
Per Person Night	$45	$44	$93	$94	$93	$103	$79	$206
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Accommodation ($000s)	$765,676	$640,360	$675,755	$450,751	$208,683	$53,272	$13,471	$42,120
Spending on accommodation as a % of total spending in Ontario by overnight pleasure visitors	24%	25%	37%	37%	22%	24%	23%	31%
Average Spending								
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Spending on recreation/ entertainment as a% of total spending in Ontario by overnight pleasure visitors	11%	11%	17%	18%	7%	7%	7%	4%
Average Spending								
Per Person Visit	$19	$18	$63	$61	$85	$104	$87	$53
Per Person Night	$6	$6	$18	$19	$11	$13	$10	$17
Per Party Night	$12	$12	$49	$52	$20	$26	$19	$28
Retail ($000s)	$401,355	$352,366	$253,020	$169,833	$150,194	$26,618	$7,054	$15,659
Spending on retail as a % of total spending in Ontario by overnight pleasure visitors	13%	13%	14%	14%	16%	12%	12%	12%
Average Spending								
Per Person Visit	$23	$22	$52	$47	$204	$174	$138	$141
Per Person Night	$7	$8	$15	$15	$26	$22	$16	$41
Per Party Night	$14	$15	$40	$40	$47	$44	$30	$75

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Accommodation				
Better	47%	76%	43%	70%
Same	48%	20%	51%	19%
Not as good	5%	4%	5%	2%
Hospitality of local people				
Better	64%	86%	62%	86%
Same	33%	13%	34%	13%
Not as good	3%	1%	3%	1%
Value of money				
Better	67%	54%	65%	53%
Same	24%	38%	25%	38%
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Variety of things to do and see				
Better	53%	76%	52%	70%
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Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

***Other* accommodation** is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

X food and beverage purchased prior to the trip to be used while on the trip;
X items purchased to be resold or used in a business;
X vehicles, such as cars, boats and caravans;
X capital investment, such as real estate, work of arts, rare articles and financial stocks;
X cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention*. In this report, *business convention*

has been combined with *business* and *pleasure* has been combined with *non-business convention*.

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions